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ORDER

Print Date 08/06/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 304909 /

Original Date / Revision
07/17/12 07/17/12

Advertiser Crossroads GPS

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Product

Issue. Crossroads GPS. 10.23-10.29

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 999

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	36	\$37,867.50	\$44,550.00	0.00	10/01/12	10/28/12	36	\$37,867.50	\$44,550.00
November 2012	9	\$13,982.50	\$16,450.00	0.00	10/29/12	10/29/12	9	\$13,982.50	\$16,450.00
Totals	45	\$51,850.00	\$61,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WCPO	10/23/12	10/29/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		4			\$900.00			0.00			
		Week: 10/29/12	11/04/12	M-----		1			\$900.00			0.00			
E 2	WCPO	10/23/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		4			\$900.00			0.00			
		Week: 10/29/12	11/04/12	M-----		1			\$900.00			0.00			



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Crossroads GPS**Product **Issue. Crossroads GPS. 10** Estimate # **999**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WCPO	10/23/12	10/29/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$750.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$750.00		0.00			
E 4	WCPO	10/23/12	10/29/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	4	\$1,300.00	P-2	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TW-F--					3	\$1,300.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$1,300.00		0.00			
E 5	WCPO	10/24/12	10/29/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	M-WTF--	:30	4	\$1,300.00	P-2	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$1,300.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$1,300.00		0.00			
E 6	WCPO	10/23/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTW-F--	:30	3	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TW-F--					3	\$2,000.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$2,000.00		0.00			
E 7	WCPO	10/23/12	10/29/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	4	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$1,500.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$1,500.00		0.00			
E 8	WCPO	10/23/12	10/29/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	4	\$1,500.00	P-2	0.00	NM	7	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF-S					6	\$1,500.00		0.00			
Week:		10/29/12	11/04/12	M-----					1	\$1,500.00		0.00			
E 9	WCPO	10/27/12	10/27/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$450.00		0.00			
E 11	WCPO	10/28/12	10/28/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$300.00		0.00			
E 12	WCPO	10/28/12	10/28/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$800.00		0.00			
E 13	WCPO	10/28/12	10/28/12	SU 6-7p News SU 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,000.00		0.00			
E 14	WCPO	10/29/12	10/29/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$6,300.00	P-3	0.00	NM	1	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$6,300.00		0.00			
N 15	WCPO	10/28/12	10/28/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00



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Advertiser **Crossroads GPS**

Product **Issue. Crossroads GPS. 10** Estimate # **999**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 15	WCPO	10/28/12	10/28/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/22/12	10/28/12	-----S	1		\$3,000.00	0.00								
														Totals	45	\$61,000.00